

City Lights

A Business to Business Publication from Marietta Power

Winter 2002

UA2000 Outage Management System Improves Marietta Power's Rapid Response Capability

The new UA2000 Outage Management System has given Marietta Power the ability to locate and correct power outages faster than ever before.

"When a Marietta Power Customer calls to report an outage, the UA2000 Outage Management system automatically sounds an alarm to alert dispatchers about the problem, pinpoints the caller's location on our computer-generated map of our service area, and uses a special software program to identify the likely source of the problem," said Michael Hawkins, Marietta Power's System Automation Analyst. "In a few recent outages, the system directed repair crews to the exact location where service had been interrupted."

The special software program's ability to predict the most likely of problem areas enables Marietta Power to restore electrical service much faster than in the past,

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The UA2000 Outage Management System

Editorial Focus



Bob Snelson

The orientation of all businesses is anchored in a mission statement that reflects the ambition of the organization. The mission statement for your Marietta Water and Sewer department is "We are committed to providing our customers with high quality water and sewer service while maintaining fiscal responsibility." It was with a great sense of pride that recognition was received by this department at the December Marietta City Council meeting. The Georgia Water and Pollution Control Association (GW&PCA) made an award for Outstanding Operation of a Water Distribution System in the category of 10,000 to 50,000 customers - Year 2001. The purpose of the award is to identify systems throughout the State of Georgia that are successfully delivering a supply of water to their customer base with maintenance of high standards.

Maintaining high standards is Marietta Water and Sewer's primary goal. It is often heard that Marietta has

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Receive High-Quality and Low-Cost Telecommunication Services for Your Home from Marietta FiberNet

Residents who like saving money on top-quality telecommunication services have become big fans of LecStar in recent months.

In all, more than 9,000 individuals and organizations have succeeded in cutting their

monthly telecommunication expenses since LecStar teamed up with Marietta FiberNet to offer Cobb County a new choice in telephone service. In addition to six different monthly calling plans, with prices ranging from

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Dr. Harlon D. Crimm

Dr. Harlon Crimm's Experience in Education and Budgetary Matters Will Shape BLW's Future

Dr. Harlon D. Crimm believes that his background in public education and experience with budgetary matters will enable him to make significant contributions to the success of the Marietta Board of Lights and Water (BLW).

"I will work to help the BLW maintain its reputation as an organization that provides the best possible service and puts customers first," Dr. Crimm said. "I am particularly interested in looking for ways that technology can improve the BLW's operations and the services provided by Marietta's utilities."

"I think I can assist the BLW in looking toward the future and choosing the best direction for the organization," he added. "I am practical, pragmatic, and have the ability to develop a clear vision for the future when I become familiar with an organization."

Dr. Crimm's thorough understanding of the community makes him a superb addition to the BLW team. He came to Marietta from Mississippi in 1970, and worked in the Marietta School System for 13 years. In July 1983, Dr. Crimm became President of Chattahoochee Technical College, where he has compiled an impressive track record of distinguished service.

Dr. Crimm earned his bachelor's degree in business education and his master's degree in education administration from the University of Southern Mississippi. He went on to obtain a degree in education administration from Georgia State University and earned his doctorate in educational leadership at the University of Georgia.

Dr. Crimm and his wife, Dr. Jo Ann Crimm, have two children and two granddaughters. He is a member of Marietta First Baptist Church and holds memberships in numerous community and professional organizations. ✎

LecStar

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\$16.95 to \$29.95, local customers enjoy greater convenience and additional peace of mind from getting their telecommunication services from the same organization that provides reliable sources of electricity and clean water.

LecStar customers also benefit from the company's advanced technology and dedication to superior customer service. LecStar utilized the latest technology available to build a top-quality system. The company also assembled the best trained and most highly qualified team in the telecommunications industry to keep everything running smoothly.

These advantages allow LecStar to offer Cobb County residents a range of choices in local and long-distance services. Customers can choose from basic calling plans with rates as low as \$16.95 per month, or select value plans that include value-added features such as voice mail, call waiting, call forwarding, call blocking, call selector, call tracing, caller ID, repeat dialing and three-way calling. The company even offers residential expanded calling area plans that combine local phone service with unlimited calls in an expanded local calling area for one flat monthly fee. Plus, LecStar



customers pay only \$.08 a minute for long distance calls.

To learn more about the advanced telecommunication services and exceptional calling plans for Marietta Power residential customers available from LecStar and Marietta FiberNet, please call (770) 989-9833 or (888) 576-7737. ✎

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high quality water. There are many factors that contribute to this quality, and it is nice to see that an external body like GW&PCA has recognized this service. Yet, it is not the time to sit on laurels and expect that everything continues to operate at peak performance. Your Water and Sewer department has embarked on a 10-year Capital Improvement Program (CIP) to provide a cost-effective way to improve system reliability, meet future system demands, and maintain compliance with Federal and State regulations. The CIP is based on computerized hydraulic models and extensive infrastructure condition assessments. The goals of the CIP are summarized as follows:

- replace or rehabilitate deteriorated water and sewer pipes to improve system reliability
- upgrade water and sewer pipes to meet present and future demands
- reduce the number of Sewer System Overflows to protect our environment
- continue to meet Federal and State mandated drinking water quality requirements
- comply with new Federal and State mandated sewer Capacity Management, Operation, and Maintenance requirements

Communicating to our customers the ambitions of your Water and Sewer department to maintain the quality and fiscal responsible aspects of its mission statement is a key to the

development of your own business planning. With the strong sense of community that we share in Marietta, it is paramount to continue maintaining a record of performance and tell each other what our expectations are for each other. Hopefully, your knowledge of the CIP facilitates business growth and vitality. Let us know how these initiatives best serve you. ✎

City Lights

is published by Marietta Power. Editor Ron Mull and the staff of City Lights welcome your questions, suggestions, and comments. Address letters to:

City Lights

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Randy Froehlich

Employee Profile

Randy Froehlich Believes His Business Background Will Benefit the BLW

New member Randy Froehlich has confidence that his many years of experience in the manufacturing industry will benefit the decision-making process at the Marietta Board of Lights and Water (BLW).

"I look forward to working with the BLW to help ensure that customers receive the best possible service from the city's utilities," Froehlich said. "I believe I can provide the board with valuable input in many areas of the operation. For example, when deregulation begins taking place, it will have a major impact on the electrical side of the board's activities."

"I will bring local businesses' views to the group, which is now comprised largely of people from other walks of life," he added. "I believe my background in manufacturing will provide the board with a valuable perspective."

A member of the National Coil Coaters Association, Randy has served as vice president and general manager of Metal Coaters of Georgia for the last three years. Before moving to Georgia, he worked in the Chicago, Ill., area for Material Sciences Corporation, with which he held a variety of positions.

Randy earned his bachelor's degree in business from Illinois State University, and his master's degree in business administration from DePaul University. He has also completed the Advanced Management Program at Duke University.

"I have lived in the Marietta long enough to get a good feel for the area," Randy said, "And I have always believed in getting involved in my community." ✎

UA2000 Outage Management System Improves Marietta Power's Rapid Response Capability, Continued from page 1

when technicians had to drive through an affected area and visually survey power lines in search of a problem. The system's Interactive Voice Response (IVR) system can also handle hundreds of calls per hour in the event that a large number of customers call to report problems.

"In one recent outage, the system fielded approximately 1,000 calls in two hours," Hawkins said.

When a customer calls in, the IVR system answers the phone and plays an automated message that offers two response options. Callers with touch-tone telephones can enter the phone number that Marietta Power has on record for the account. (Note: CRII phone technology is not compatible with the outage management technology. This is also true with calls to "911.") Callers with rotary phones can hold for an emergency operator. When a caller enters the phone number for the account, the system automatically searches for the number in Marietta Power's customer database, locates the customer's street address, and highlights the address on a computer-generated map of the utility's service area for the dispatcher on duty.



The UA2000 Outage Management system automatically sounds an alarm to alert dispatchers about an outage and pinpoints the location on the computer-generated map.

"This capability eliminates the extra step of looking up customer information in a separate database," Hawkins said. "As a result, we can obtain information faster than ever before."

"The system can also generate reports with information about the number of people on a damaged circuit and how many people a particular problem might affect," he added. "In the future, we will also enhance the system to give it additional capabilities, such as vehicle tracking and load analysis."

"These capabilities combine to make the UA2000 Outage Management System an excellent tool that will help Marietta Power reduce response times and provide better customer service than ever before," Hawkins said. ✎



The UA2000 Outage Management System fielded approximately 1,000 calls in two hours.

March 16

Vive La Symphonie Gala
Renaissance Waverly Hotel,
Cobb Galleria
7 p.m.
Admission.
Call for reservations.
404-314-3317

March 23

*The Cobb Symphony Orchestra
presents Beethoven Symphony No. 9*
Jennie T. Anderson Theatre,
Marietta
8 p.m.
Admission.
Call for information.
770-528-8490

March 31

*Cobb County Annual
Easter Egg Hunt*
Jim R. Miller Park
10 a.m.- 2 p.m.
Call for information.
770-528-8853

April 6-27

*"Treasure Island," presented by the
Little General Players*
Little General/Cobb
Community Playhouse
Saturdays 11 a.m. and 3 p.m.
Admission.
Call for information.
770-565-3995

April 10

Community Blood Drive
WellStar Administrative
Building, Marietta
9 a.m.- 2 p.m.
Call for information.
770-792-7600

April 26

Glover Park Concert Series
Marietta Square
8 p.m.
Call for information.
770-794-5601

April 27-28

*Remembrances with the
Georgia Ballet*
Anderson Theatre
Saturday 8 p.m. and
Sunday 3 p.m.
Admission.
Call for information.
770-528-8490

April 28

Taste of Marietta
Glover Park
11 a.m.- 7 p.m.
Concert 6 p.m.-8 p.m.
Call for information.
770-429-1115

May 11

*The Cobb Symphony Orchestra
presents Fauri & Tchaikovsky*
Johnson Ferry Baptist Church
8 p.m.
Admission.
Call for information.
770-528-8490

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